Main Image 101

How to Make Your Amazon Main Image Stand Out & Convert Better

1. Differentiate from Your Competitors

- Add a pop of color (especially for monotonous color products)
- Use badges and custom sleeves
- Never be afraid of experimenting

2. Add a Box (Packaging in the Main Image)

- Builds trust
- Establishes a positive brand image
- Gives extra real estate to highlight features

3. Include the Angles

- Try different angles and different positions
- Use a 100mm focal length camera image or render (it looks better)

4. Box Content Visual

- If your product has multiple box contents, show all of them clearly in the main image

5. Use 3D Rendered Images

- Using 3D renders as the main image makes the listing look more polished and professional

Rule of Thumb

As long as your listing stands out visually from competitors, you are doing it right. Keep experimenting and refining.